

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION SP2023)**

**CLASS: IMSc  
BRANCH: FOOD TECHNOLOGY**

**SEMESTER : VI  
SESSION : SP2023**

**SUBJECT: FT311 FOOD BUSINESS MANAGEMENT  
TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Define Management	[2] 1	1
Q.1(b)	Explain the objectives of Management.	[3] 1	2
Q.2(a)	Elaborate the management process	[2] 1	2
Q.2(b)	Describe the different levels of Management.	[3] 1	2
Q.3(a)	Define training.	[2] 2	1
Q.3(b)	Explain the importance of training.	[3] 2	2
Q.4(a)	Distinguish between systematic and objective aspects of performance appraisal.	[2] 2	4
Q.4(b)	Enlist the uses of performance appraisal	[3] 2	4
Q.5(a)	Explain the evolving views of marketing roles.	[2] 3	2
Q.5(b)	Define marketing management. Enlist the core concept of marketing	[3] 3	1,4

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